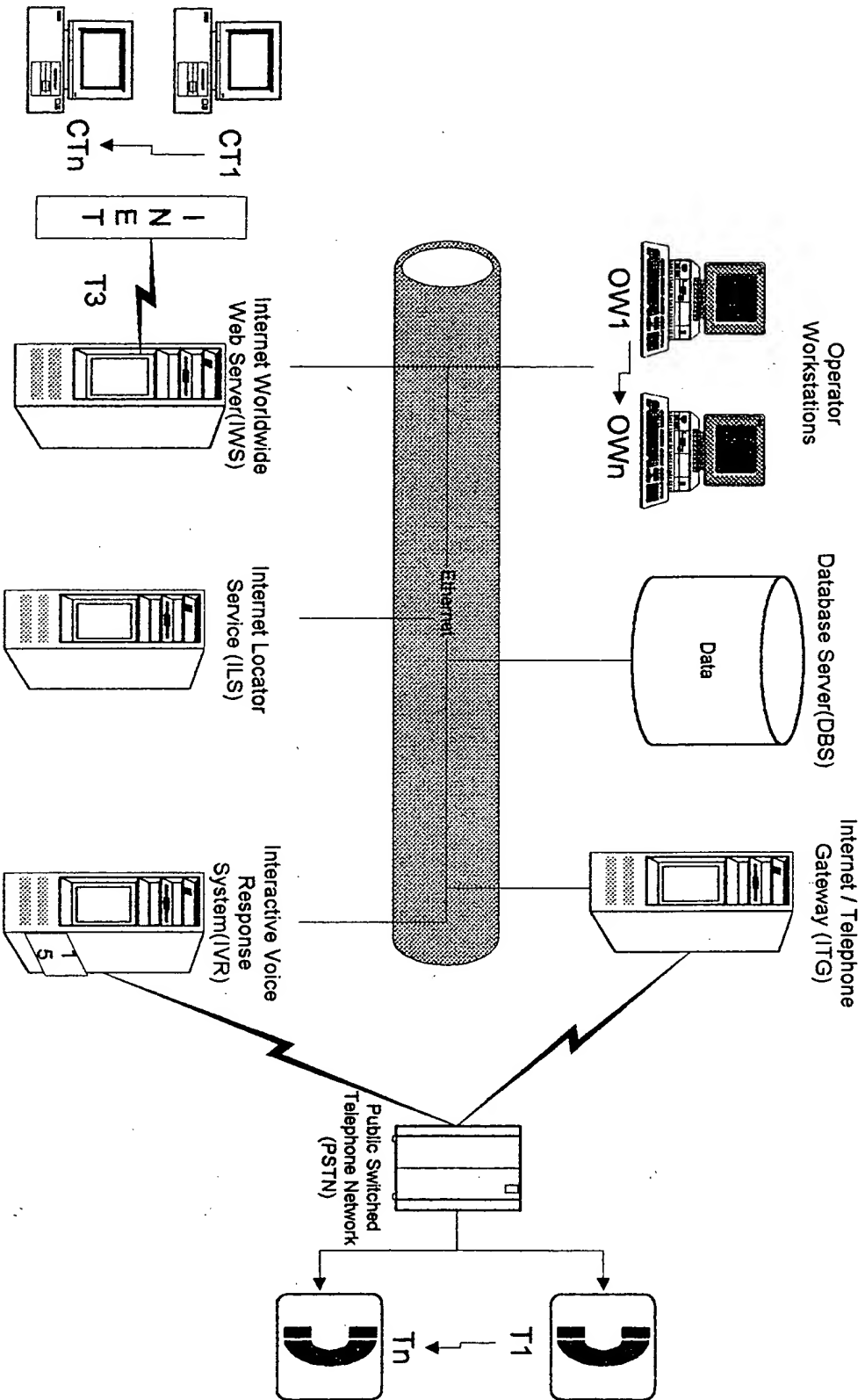


Fig 1



## Fig 2

### ***AD PERSONAL TABLE***

FIELD NAME	Ref. #	DESCRIPTION
AD_MAILBOX_NUMBER	201	The five digit mailbox number assigned to an advertiser. The mailbox number is used as an electronic mail address for multimedia responses.
AD_PASSWORD	202	An advertiser's 5 digit password
AD_PHONE	203	An advertiser's telephone number
AD_EMAIL_ADDRESS	204	The electronic mailbox address of an advertiser.
AD_EMAIL_FILENAME	205	The filename of the e-mail audio file received from an advertiser
AD_DATE	206	The date an ad is placed
AD_GENDER	207	The gender of an advertiser
AD_MARITAL_STATUS	208	The marital status of an advertiser
AD_AGE	209	The age of an advertiser
AD_REVIEW_FLAG	210	Set to false to indicate that an ad needs to be reviewed.
AD_ORIGIN	211	Indicates if an ad originates on the IVR or the IWS
AD_DIRECT_CONNECT	212	Indicates if the direct connect feature is activated

## Fig 3

### ***AD GREETINGS TABLE***

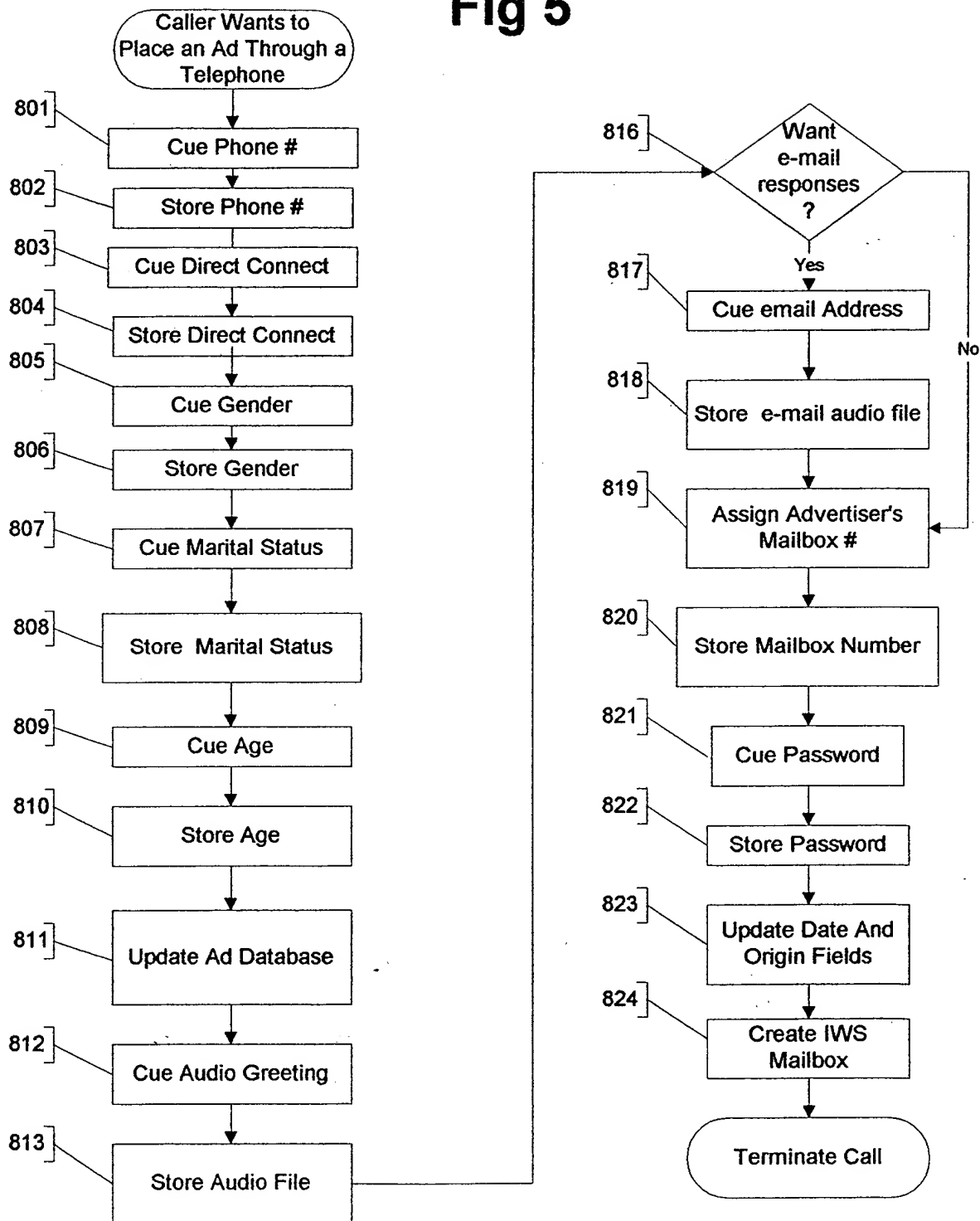
FIELD NAME	Ref. #	DESCRIPTION
GR_MAILBOX_NUMBER	301	The five digit mailbox number assigned to an ad.
GR_TYPE	302	The type of greeting stored (TEXT, VOX, WAV, REALAUDIO, PHOTO,etc..).
GR_REVIEW_FLAG	303	The flag that denotes if a file has been reviewed.
GR_FILENAME	304	The filename of a greeting.
GR_DATE_TIME	305	Date and time a greeting is posted to the database.
GR_CONVERSION_FLAG	306	Set to False if a file requires conversion to another format.

## Fig 4

### ***AD RESPONSE TABLE***

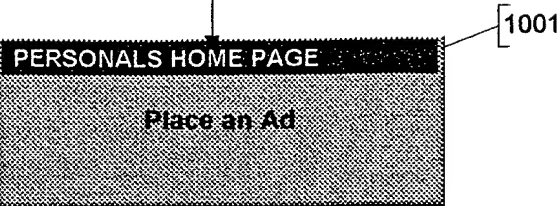
FIELD NAME	Ref. #	DESCRIPTION
RSP_MAILBOX_NUMBER	501	The five digit mailbox number of the ad responded to.
RSP_DATE_TIME	503	The date and time a response is made.
RSP_TYPE	504	The type of response file (TEXT,VOX,WAV,REALAUDIO, etc..).
RSP_FILENAME	505	The filename of a response
RSP_CONVERSION_FLAG	506	Set to False if a file requires conversion to another format.

Fig 5



# Fig 6

Placing an Ad Through the Internet



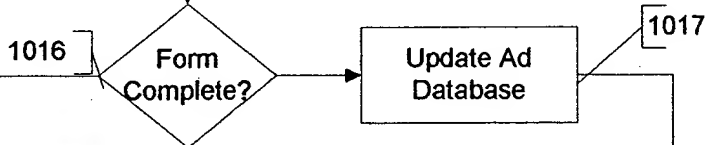
**PERSONAL AD PLACEMENT FORM**

Gender: [1003] Marital Status: [1004]  
 Age: [1005] Phone: [1007]  
 E-Mail Address: [1006]  
 Please Enter a 5 digit password: [1008]  
 Direct Connect: Yes ☒ No ☐ [1009]

Personal Greeting:  
 [1014]

SUBMIT

No

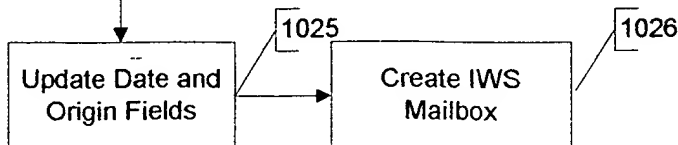


**AD Confirmation Form**

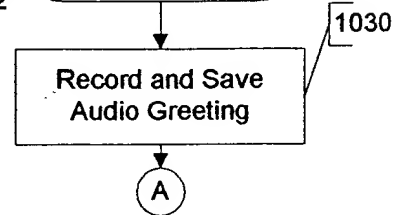
Your 5 Digit Personal Ad Mailbox number is 44567.

To submit your multimedia file(s), please e-mail your files to:

audio\_greeting@personals.com [1022]  
 photo@personals.com [1023]  
 video.@personals.com [1024]



Advertiser Sends Audio Via E-mail



Advertiser Sends Photo/Video Via E-mail

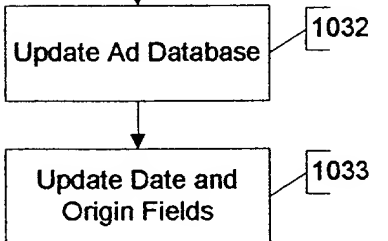
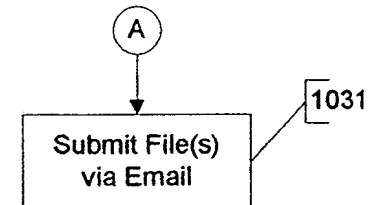
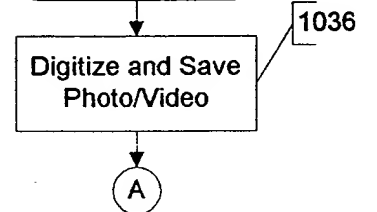
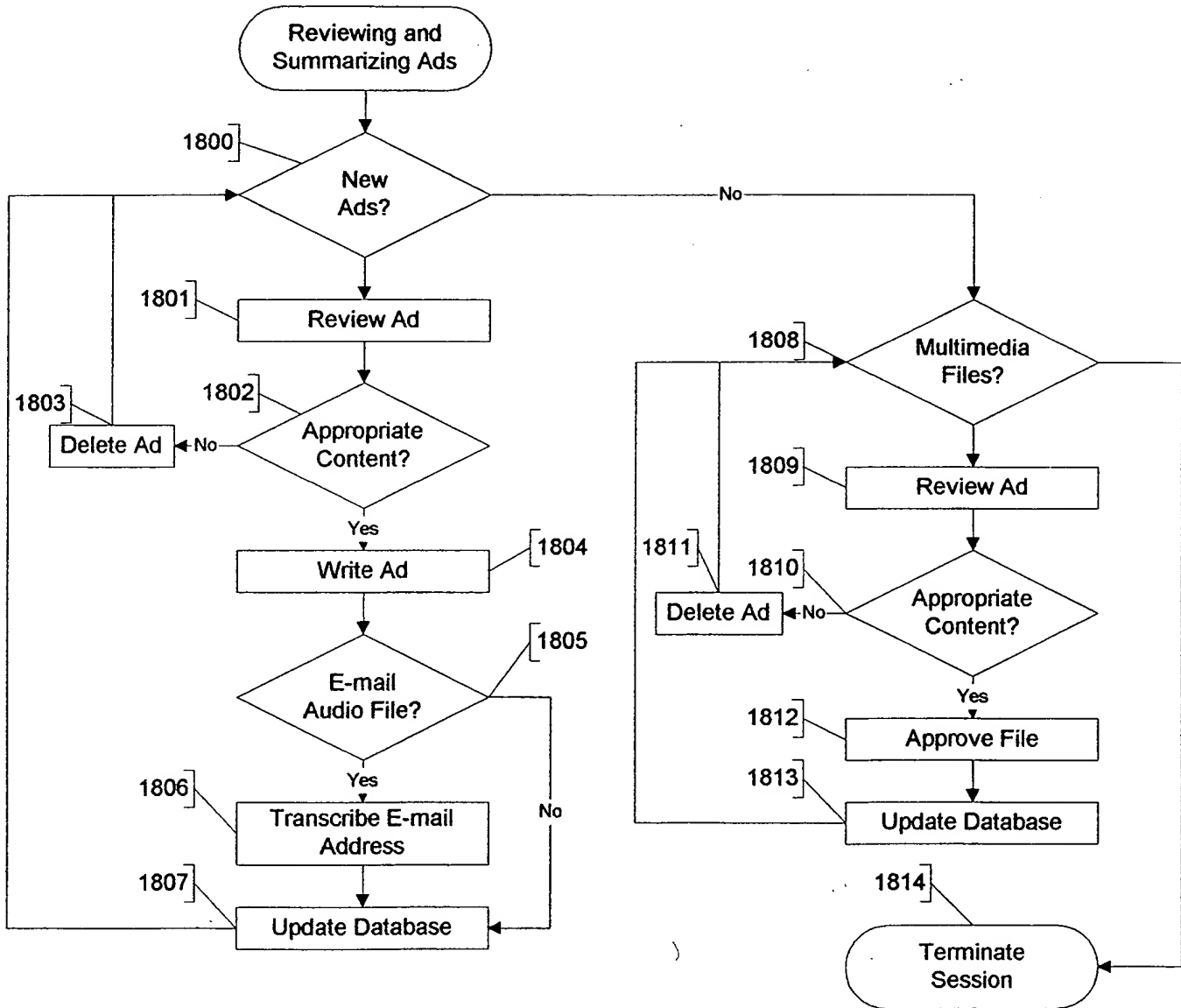


Fig 7



# Fig 8

## OUTGOING AND FUN

87654

## URBAN COWBOY

67672

I am a single white female, age 25, who enjoys movies, dining out, travel and the outdoors. I work as a secretary at a law office and love my job. I'm looking for an attractive single white male, age 25 to 30, for friendship and possible romance.

I am a single white male who loves country music and the outdoors. I have a small horse farm outside of town I would love to show that special someone. I also enjoy cooking, hiking, swimming, and tennis. I'm looking for someone with similar interests.



[2004]

[2001]



[2003]

## NICE GUYS FINISH FIRST

45378

I am a divorced black male, age 40, and am new to the area. I was recently transferred here by my company and am looking for a new friend. I'm seeking a nice black female who can show me around.



[2005]

[2002]



Ad Placed via Internet



Ad Placed via Telephone



Additional Text on Internet

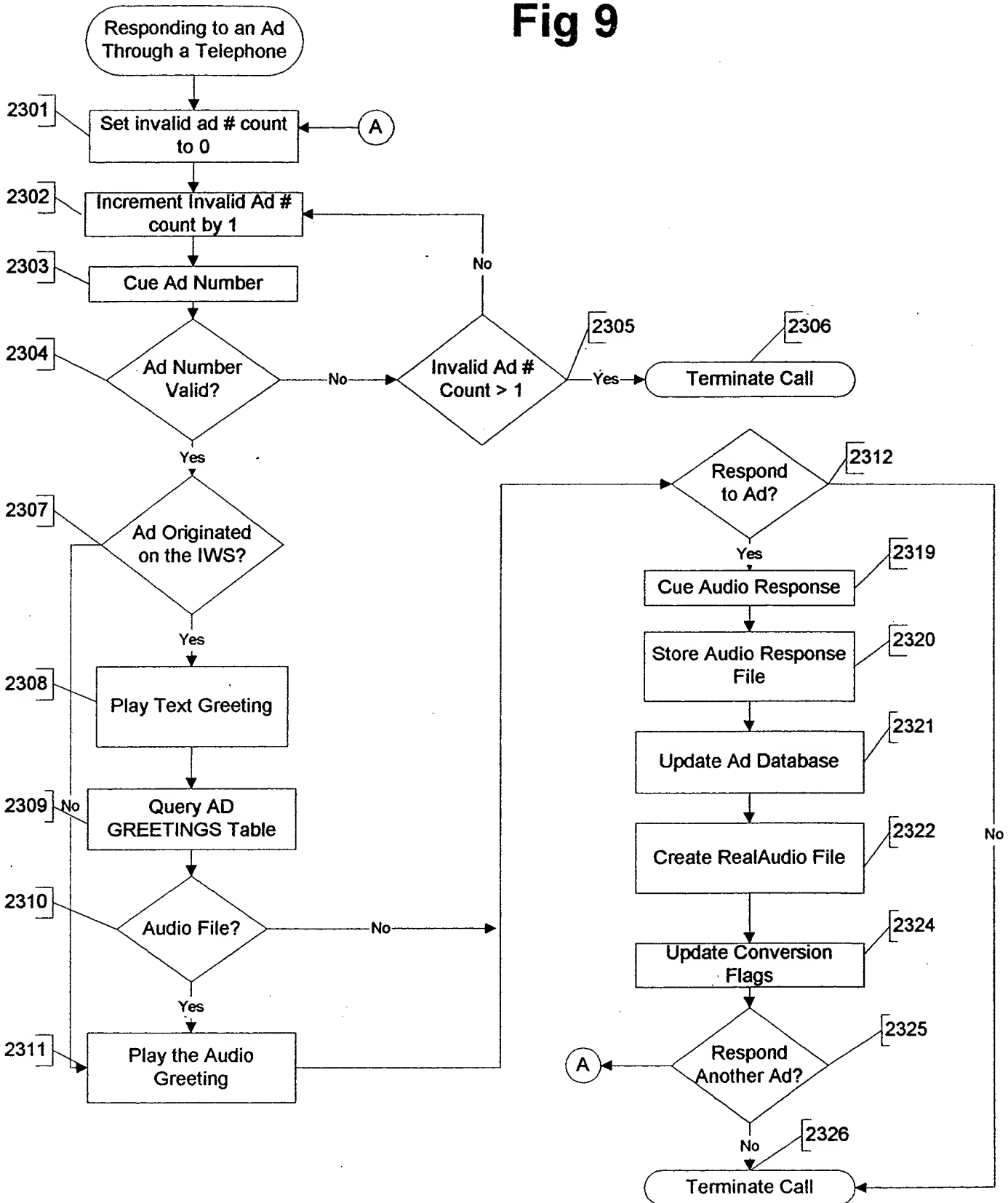


Photo available on Internet

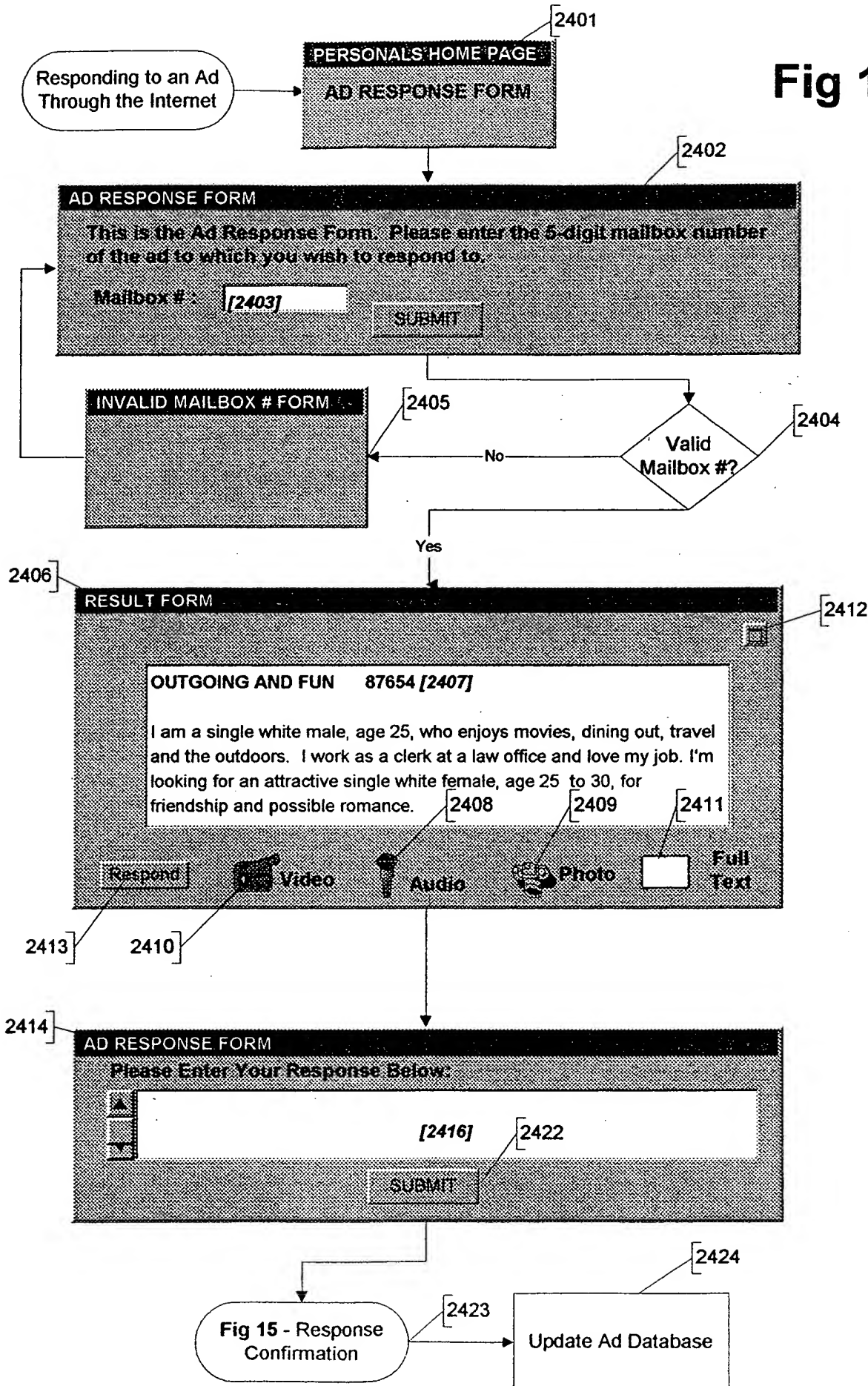


Video available on Internet

# Fig 9



# Fig 10

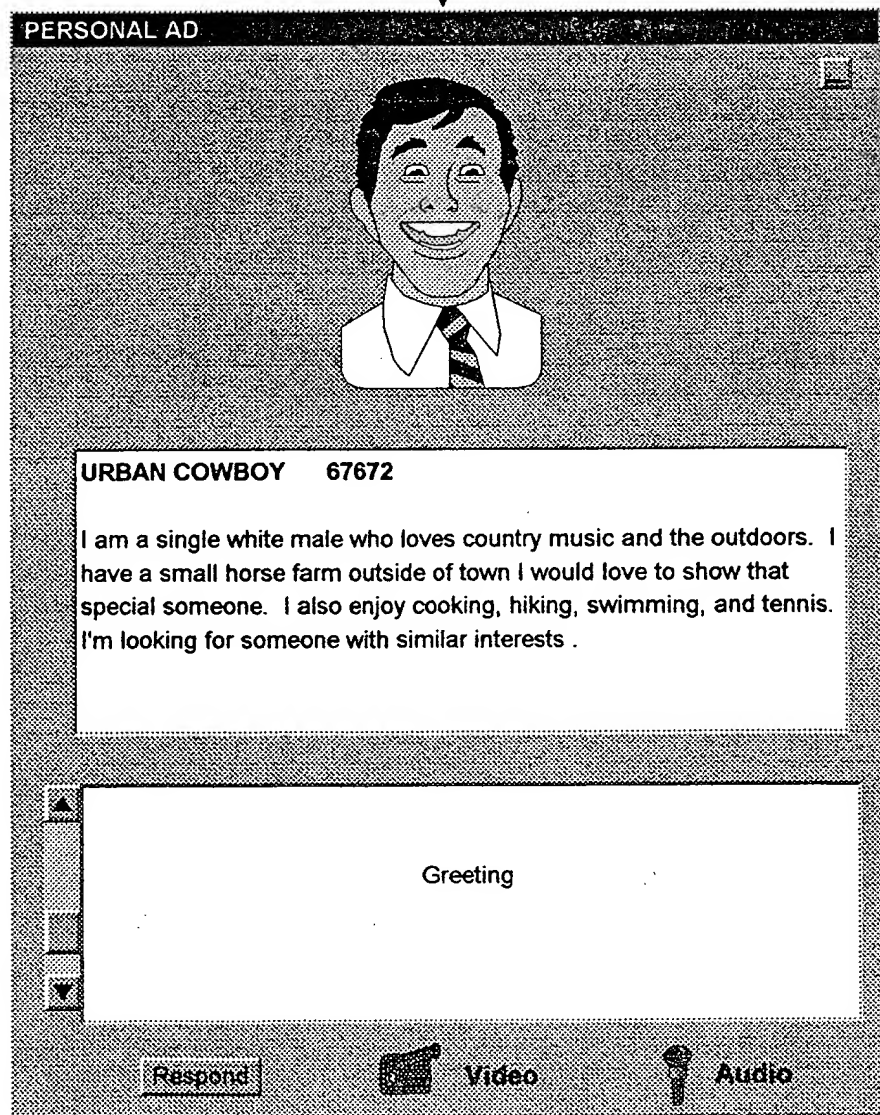


00001096 062497



# Fig 11

Maximized Personal Ad



08881095-062497

Fig 12

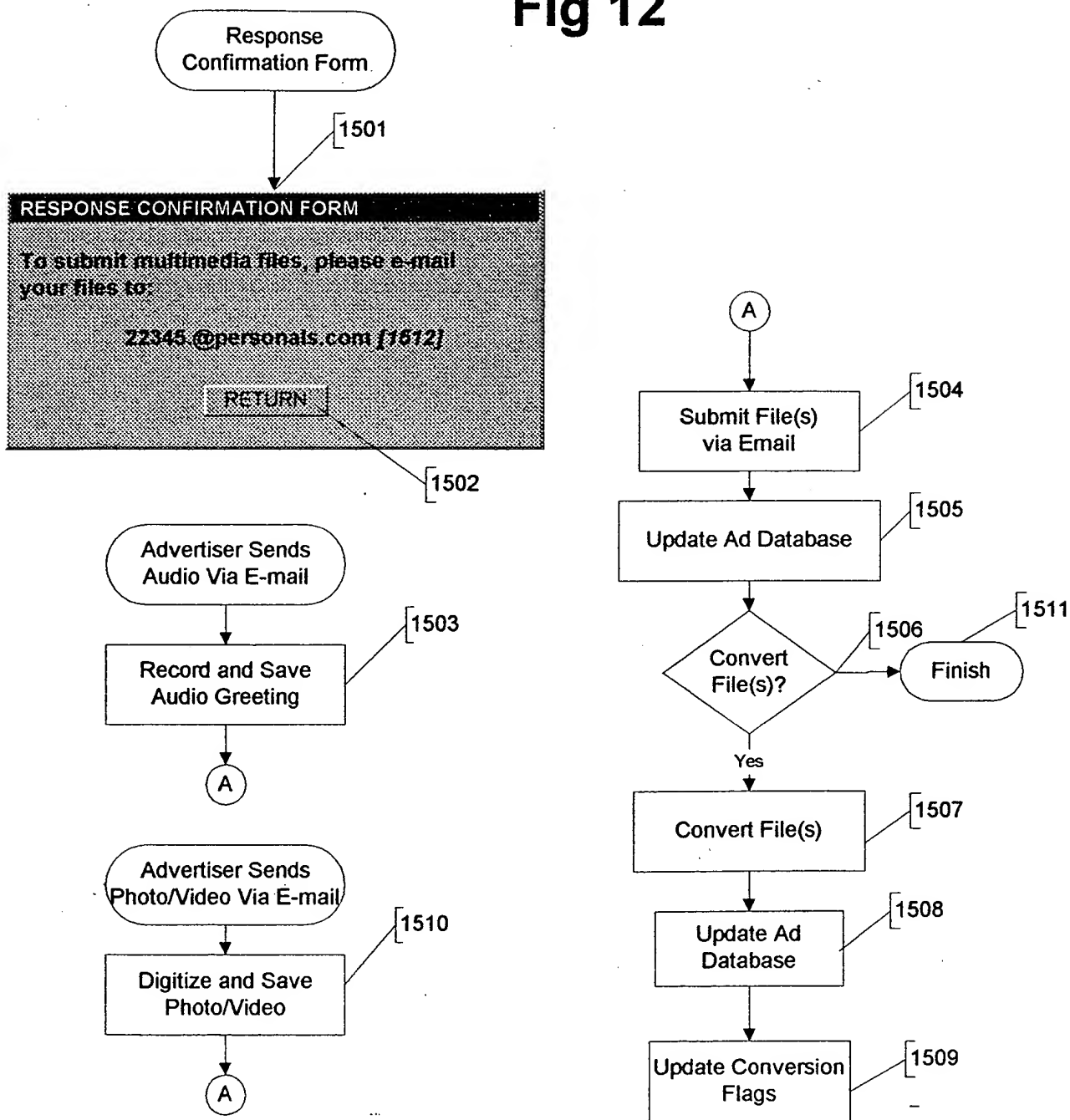
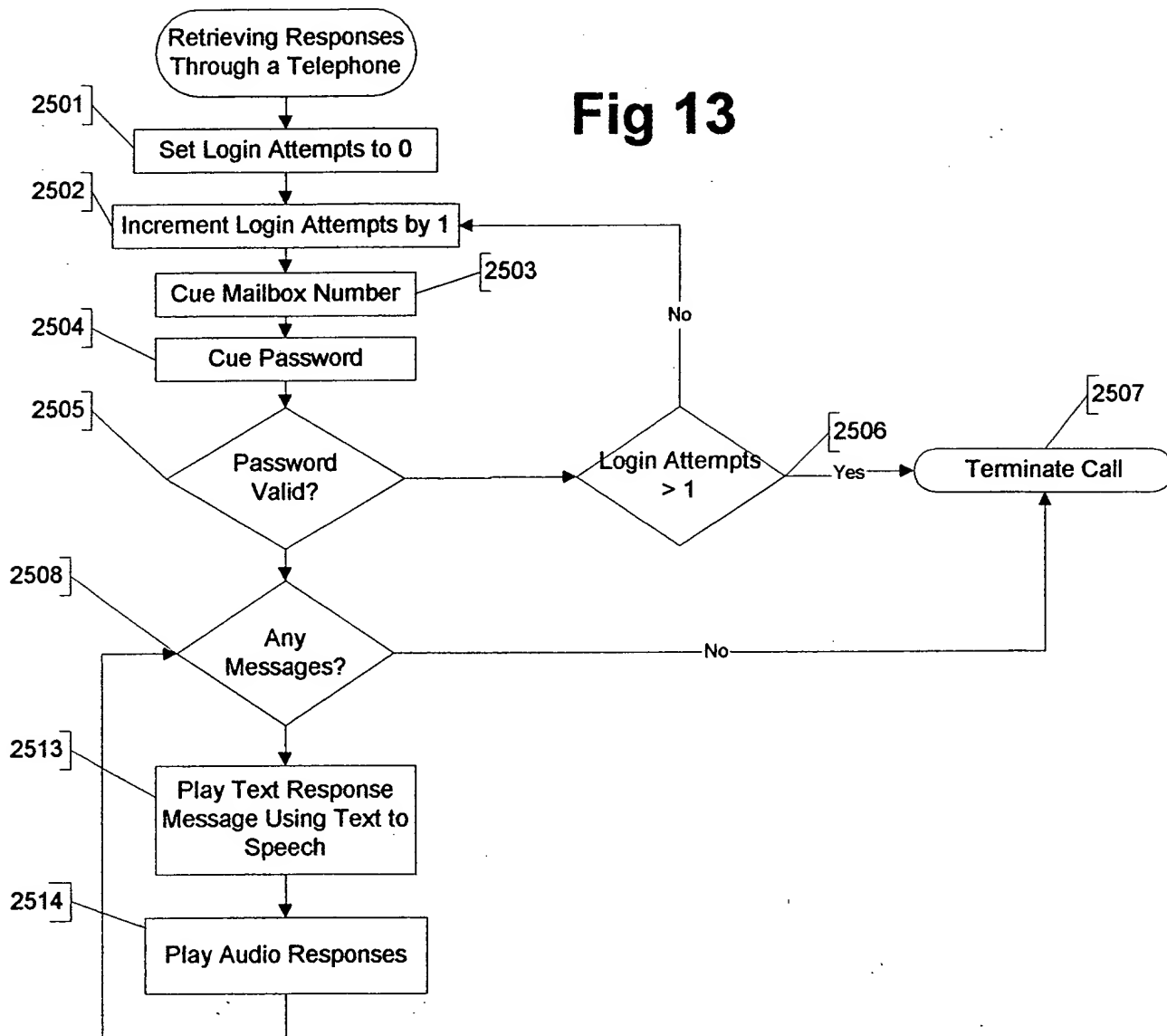
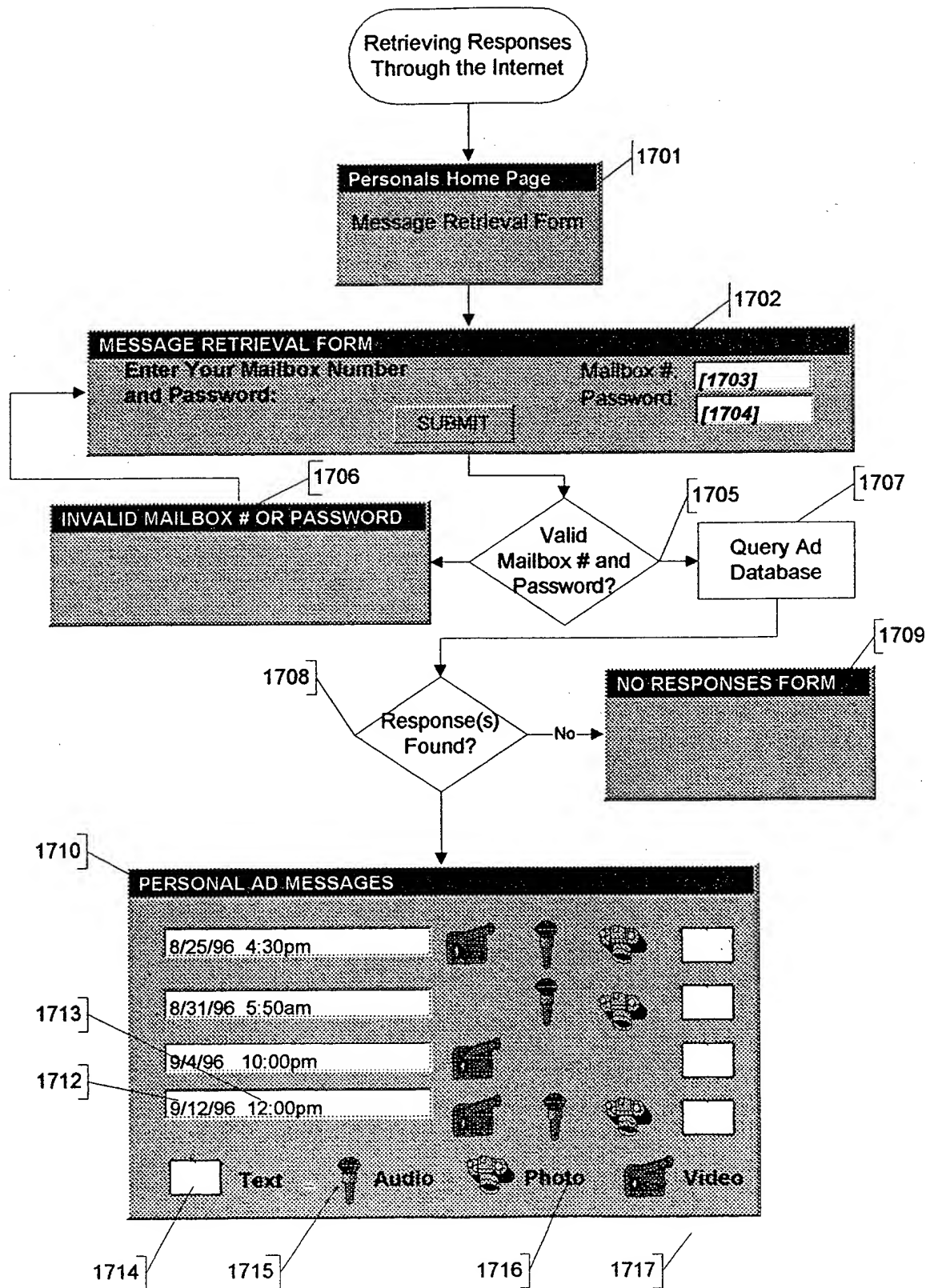


Fig 13



# Fig 14



08841096-960499

# Fig 15

